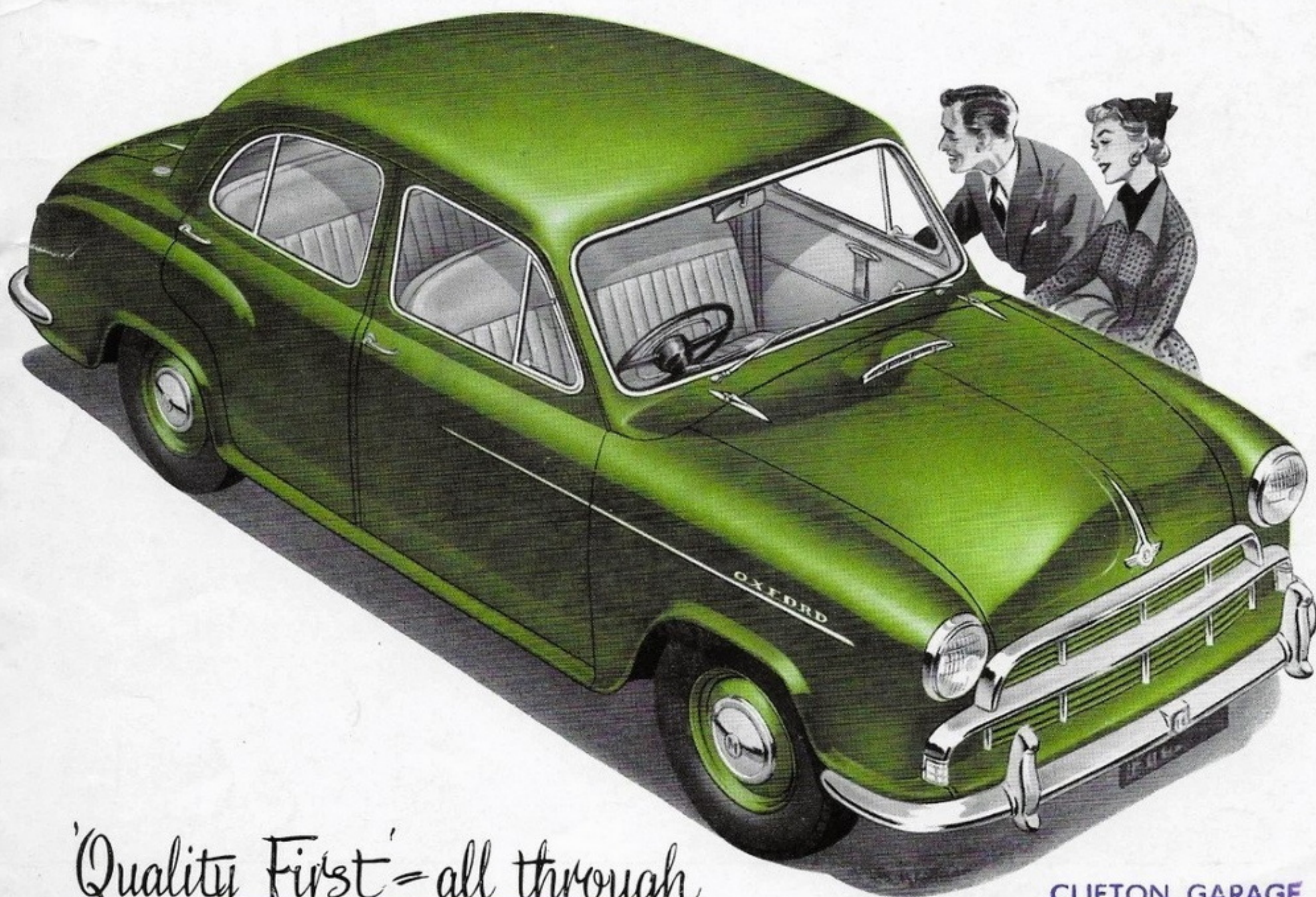


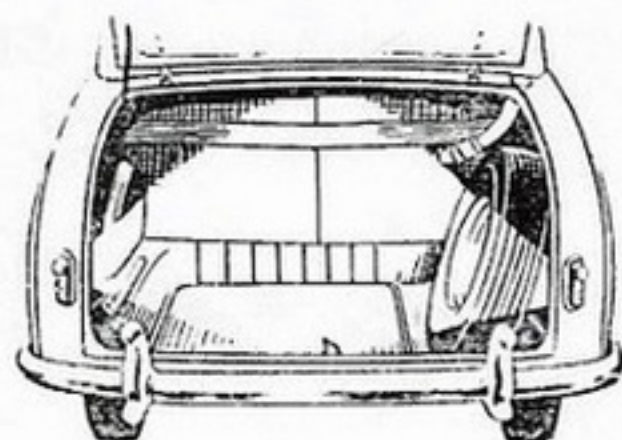
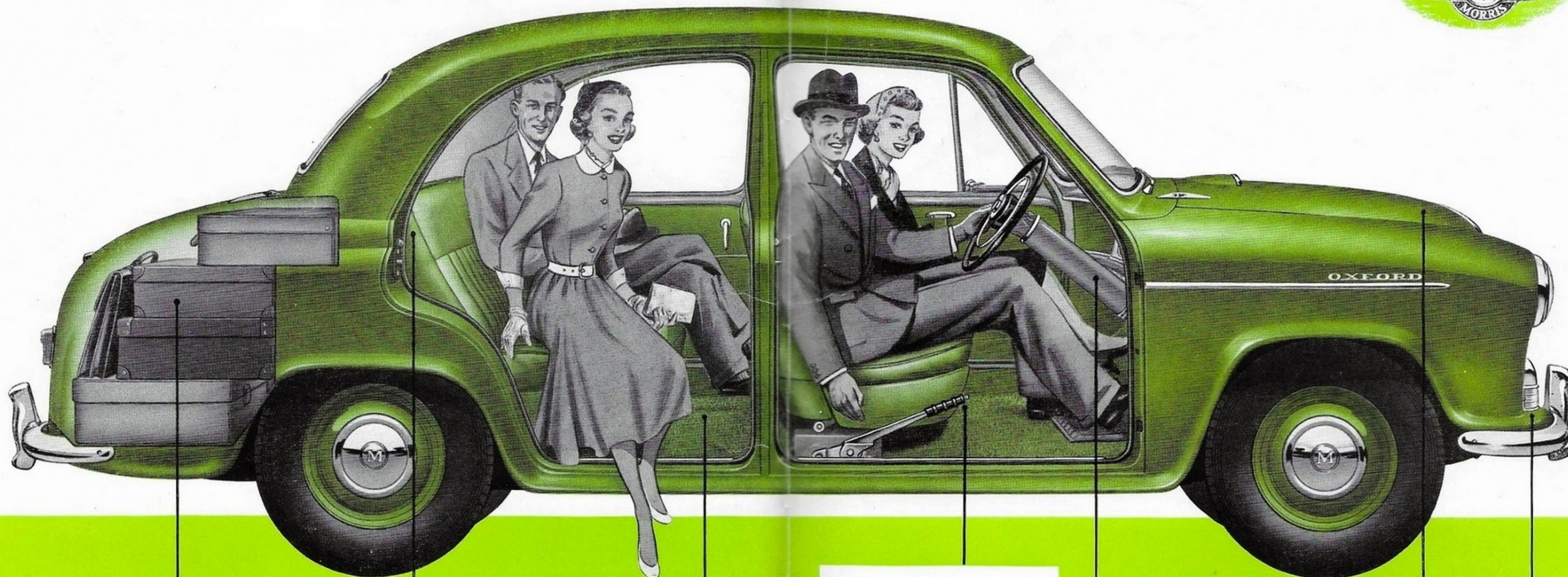
The NEW MORRIS *Oxford* (SERIES II)



'Quality First' - all through

CLIFTON GARAGE
(D. ROBERTSON)
91, Heaton Moor Road,
HEATON MOOR.
STOCKPORT

MORE MILES . . . SAFER . . . CHEAPER . . . FASTER



Due to its special shape, the luggage locker of the new Morris Oxford is more capacious than ever before. An extra suit-case can be stowed in the compartment quite easily, yet there is no appearance of bulkiness in the tail. Capacity is 16 cu. ft. (453 cu. m.).



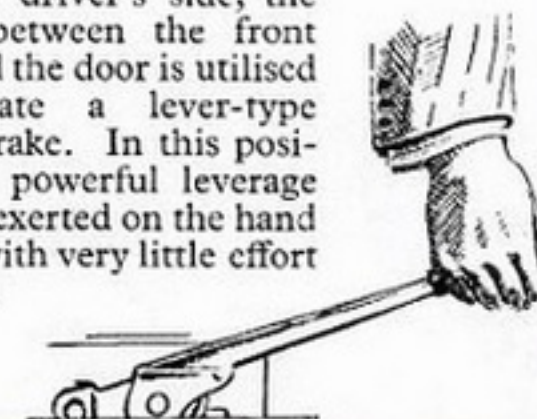
A firm pressure is sufficient to close the doors. Slamming or banging is unnecessary. These modern-type locks give complete security and quiet operation. Handles are of the fixed type with push-button door release.

Notice how the wide door openings give direct access to the seats. Special checks retain them in the fully open position, whatever the angle of the car. Double seals ensure that all draughts are excluded.



The new Oxford is more spacious, more comfortable, with increased elbow and leg room. By skilful designing, the interior of the body has been widened by no less than 3½ in. (8.9 cm.). Driver and passengers have greater freedom of movement, with a degree of comfort that ensures the most pleasant kind of ride.

On the driver's side, the space between the front seat and the door is utilised to locate a lever-type hand brake. In this position, a powerful leverage can be exerted on the hand brake with very little effort indeed.



The steering wheel is mounted on an oval-shaped column which neatly encloses the gear change actuating rod. The gear lever is located under the hand for easy, rapid gear changes. In conjunction with the positioning of the hand brake, the general layout ensures an exceptionally clean design with maximum usable floor space.

The broad bonnet lid can be raised and secured in a convenient position, leaving exposed all the "under bonnet" components. Routine maintenance work is easier, speedier, because it can be carried out equally well from either side of the car.

The radiator grille of the new Morris Oxford is styled in a modern, pleasing manner and is of beautifully clean design. The sidelights are built into the outer extremities of the radiator grille. Full-width wrap-round bumpers are employed.

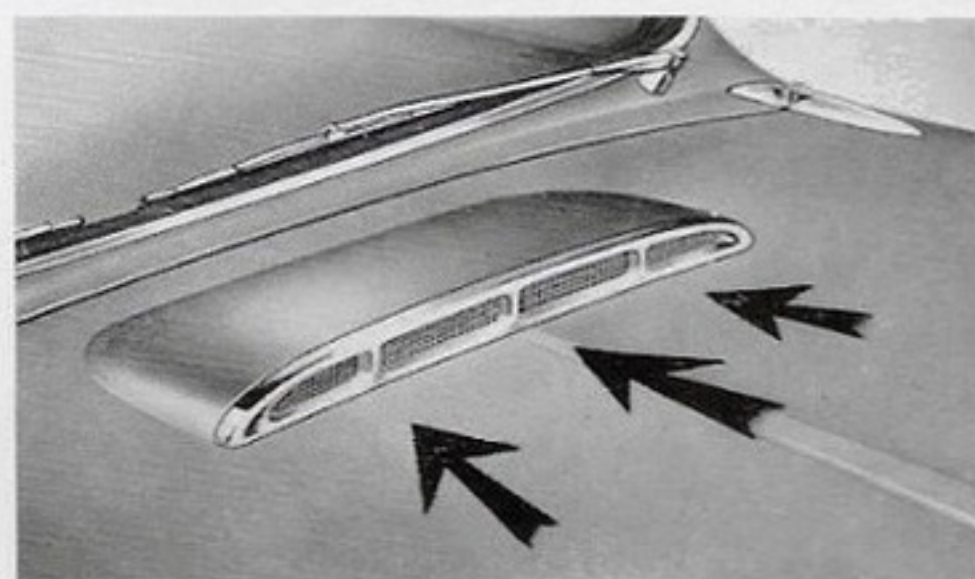


IT'S here—the spacious, gracious new Morris Oxford, beautifully styled, fast and lively, easy to drive, and with “Quality first” evident in every detail of its appointments. You’ll revel in the new roominess of the interior, in the ease with which you and your family can enter or leave the car through the full-width doors opening directly over the seats. You’ll revel, too, in the exciting performance of the new 1½ litre overhead-valve engine, in its power, flexibility and astonishing economy. And between-the-axles seating, superb suspension, and large, smoothly operating brakes bring you and your family safe, comfortable travel over all roads in every season.

See your dealer at once and become the envied owner of a new Morris Oxford—like the world-famous Morris Minor, this is another “Quality first” car.

CHECK THESE *Quality-First* FEATURES

- ✓ All steel, “Mono-construction” body with a turret-type top of immense strength for extra safety.
- ✓ Body is completely treated for rust prevention in the world’s most modern plant.
- ✓ Finish of the Morris Oxford is of the very highest quality. Six coats of paint are used for lasting beauty.
- ✓ All trim and upholstery is made of the finest materials by skilled Morris craftsmen.
- ✓ Safety glass is fitted all round.
- ✓ Every Morris Oxford is subjected to numerous major inspections on the production line.
- ✓ Hydraulic clutch operation achieves finer control with less pedal pressure.
- ✓ Torsion bar independent front suspension, semi-elliptic springing at the rear, and telescopic dampers all round, ensure perfect road holding.
- ✓ An S.U. petrol pump is mounted at the rear, ensuring a trouble-free fuel feed and silent operation.
- ✓ An entirely new and extremely efficient heating and ventilating unit with controllable fresh air intake for ventilating and warm air control for heating, demisting and defrosting.

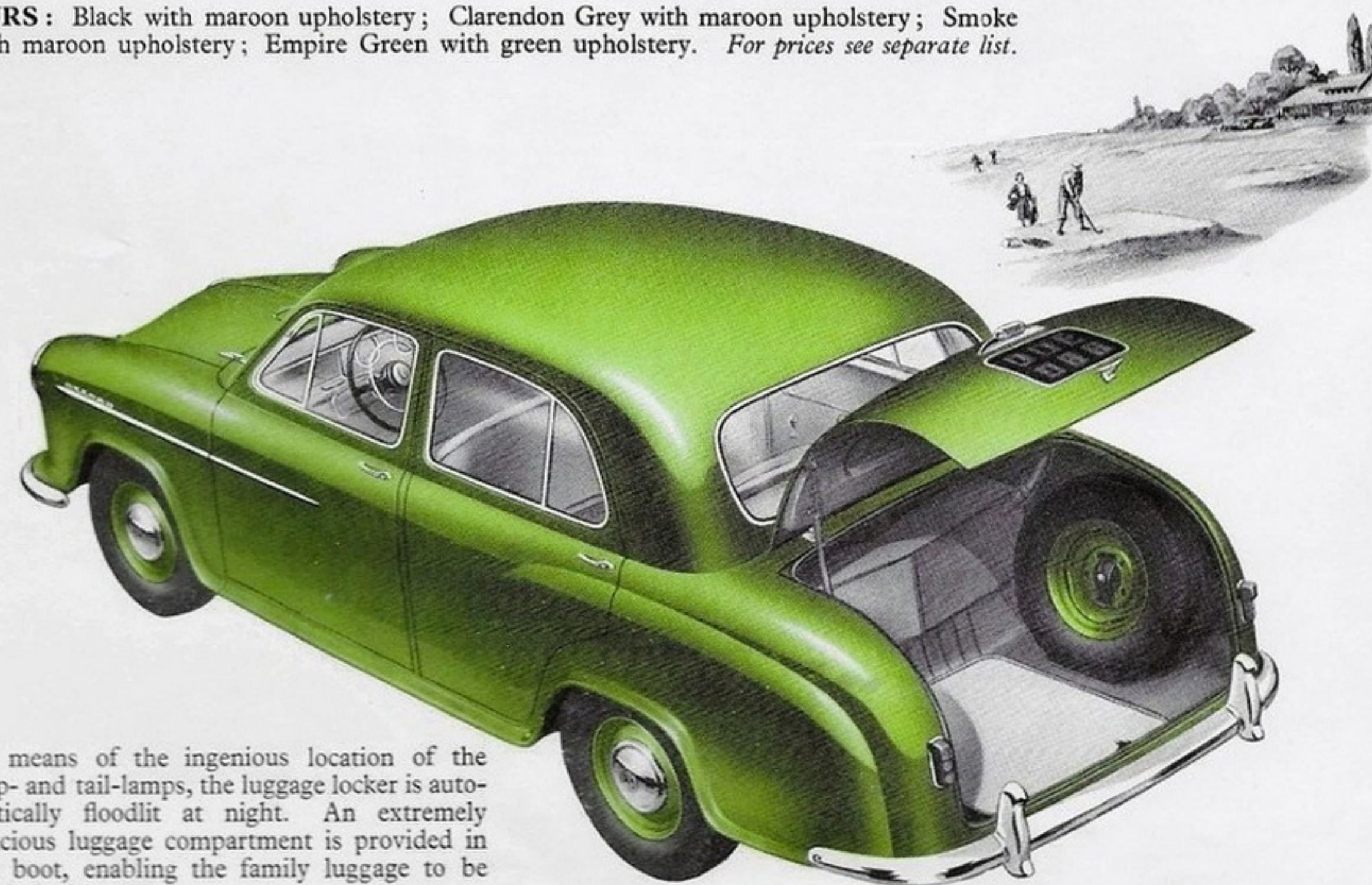


A wide curved windshield with narrow screen pillars gives the driver a safe, clear vision of the road. Twin windshield wipers of the latest pattern keep the windshield clear in the worst kind of weather. Of an entirely new design, the attractive instrument panel is constructed of plastic material. All the instruments, which include an ammeter and a water temperature indicator, are incorporated in twin dials. Careful positioning, and the use of large clear figures, allow the driver to read the dials easily and quickly without distracting his attention from the road. A capacious glove box is fitted on each side of the instrument panel.

COLOURS: Black with maroon upholstery; Clarendon Grey with maroon upholstery; Smoke Blue with maroon upholstery; Empire Green with green upholstery. For prices see separate list.

A notable feature of the new Morris Oxford is the highly efficient proofing of each door against draughts and dust. A double seal positively ensures a completely weather-tight joint when the door is closed.

Designed especially for the new Morris Oxford, the heating and ventilating unit draws in fresh air through an air scoop with controllable intake. The position of the scoop ensures that only clean air enters the car, as it is well above the dust and exhaust fumes arising from other vehicles.



By means of the ingenious location of the stop- and tail-lamps, the luggage locker is automatically floodlit at night. An extremely spacious luggage compartment is provided in the boot, enabling the family luggage to be carried with ease.

THE NEW **MORRIS** OXFORD—A CAR OF TRADITIONAL BEAUTY

(SERIES II)



"SO MUCH THE BETTER!"

'Quality First'—all through

SPECIFICATION

ENGINE: Four cylinders; bore 73.025 mm. (2.875 in.), stroke 89 mm. (3.5 in.), cubic capacity 1489 c.c. (90.88 cu. in.); overhead valves; three-bearing counter-balanced crankshaft; renewable element external oil filter.

COOLING: By pressurised system, assisted by impeller pump and fan. Circulation thermostatically controlled.

IGNITION: 12-volt battery and coil; distributor; automatic advance and retard with centrifugal and vacuum control.

CARBURATION: S.U. automatic semi-down draught carburettor fed from rear tank by rear-mounted S.U. electric fuel pump. Air intake cleaner. 12-gallon (54-litre) petrol tank.

TRANSMISSION: Borg and Beck single-plate dry clutch with hydraulic actuation; four-speed gearbox with synchromesh engagement on second, third and fourth gears giving overall ratios of first 19.23, second 11.715, third 7.266, fourth 4.875, reverse 25.15; steering column gear change. Three-quarter-floating rear axle with hypoid final reduction gears.

BRAKES: Lockheed hydraulic fully compensated brakes, operated on all four wheels by foot pedal; simple shoe adjustment which simultaneously adjusts hand brake. Hand brake operates on rear shoes from pull-up side lever through simple compensating system.

BODY AND CHASSIS UNIT: The mono-construction four-door saloon body incorporates the body shell, floor, bulkhead, frame members, wing valances and rear wings. Bodies are completely treated for rust prevention. Full-width one-piece bumpers front and rear with over-riders. Deep well-sprung upholstery with foam rubber seat cushion overlays on spring cases; cushions and seat backs covered in leather. Exceptionally large luggage boot of 16 cu. ft. (453 cu. m.) capacity.

SUSPENSION: Independent front suspension by long torsion bars. Hydraulic telescopic-type shock absorbers. Rubber-mounted semi-elliptic rear springs controlled by hydraulic shock absorbers with anti-sway mounting.

WHEELS AND TYRES: Disc-type wheels with four-stud fixing equipped with Dunlop 5.50-15 tyres. Spare wheel carried vertically at side of luggage boot.

STEERING: Rack-and-pinion steering gearbox with direct linkage to steering arms on swivel pins. Two-spoke steering wheel with ring-type horn switch and self-cancelling direction indicator control.

ELECTRICAL EQUIPMENT: High-output dynamo with compensated voltage control; 12-volt 51 amp./hr. battery; double-dipping headlamps with pre-focused bulbs; main headlamp beam indicator light in speedometer dial; foot dipping switch; separate sidelights; stop-and-tail-lamps; number-plate lamp; non-glare instrument lighting; dual-arm windshield wiper; twin windtone electric horns; direction indicators with automatic cancelling control; roof lamp with independent switch; ignition warning light; indicating light giving warning that lights are switched on.

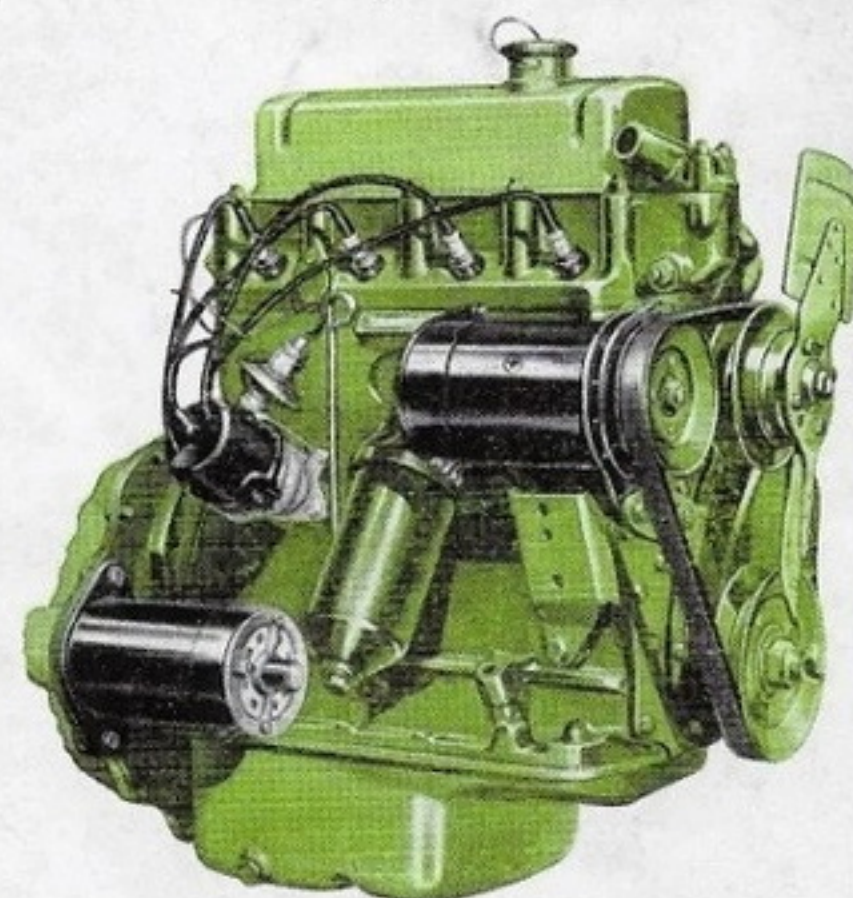
INSTRUMENTS: Speedometer with trip and total distance recorders and electric clock; fuel gauge; oil pressure gauge; ammeter; radiator temperature indicator.

CONTROL PANEL: Ignition switch; windshield wiper switch; mixture control; two-position lamp switch; ventilation motor switch; panel light switch.

VENTILATION: Winding windows to all doors; hinged ventilating panels to front doors; inbuilt heating and ventilating equipment with heat control and windshield demisting ducts; controllable scuttle fresh air intake.

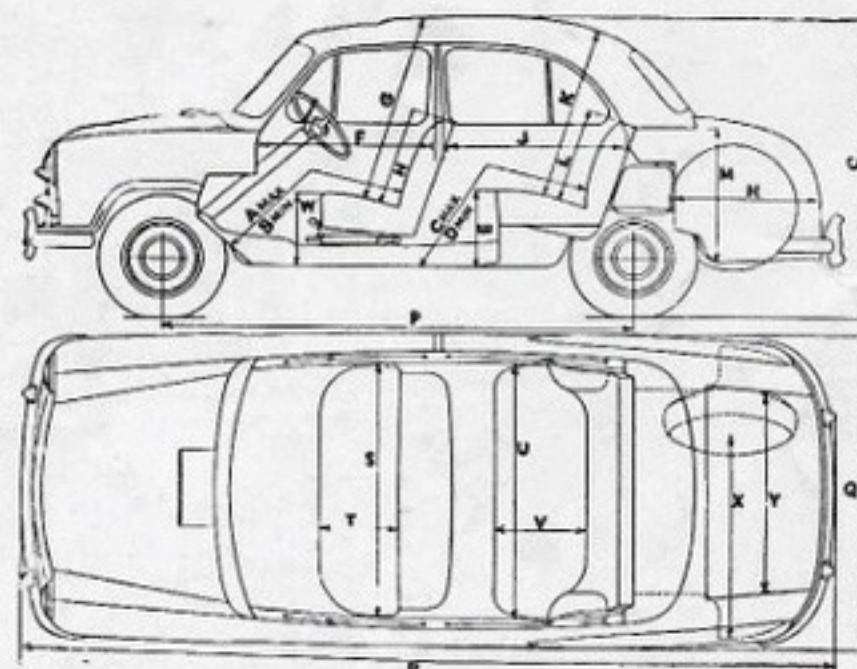
GENERAL EQUIPMENT: Safety glass all round, large one-piece curved windshield; pile carpets; anti-glare driving mirror; three ashtrays; sun visors; door locks with fixed handles and push-button lock release; bench-type front seat with instant adjustment; over-riders front and rear; arm-rests on rear doors; provision for fitting H.M.V. car radio.

LEFT-HAND-DRIVE MODELS: All left-hand-drive models are fitted with flashing light direction indicators with a warning lamp.



OVERHEAD VALVE 1 1/2 LITRE ENGINE

The new Morris Oxford is powered by a 1489 c.c. B.M.C. overhead-valve engine developing approximately 50 b.h.p. It provides brilliant acceleration through the gears and a high top speed, yet fuel consumption is low.



A 3' 7" 1.09 m.	B 3' 2" 96.5 cm.	C 4' 0" 1.22 m.	D 3' 8" 1.12 m.
E 1' 2" 35 cm.	F 2' 10" 86 cm.	G 3' 1" 94 cm.	H 1' 10" 56 cm.
J 2' 10" 86 cm.	K 3' 1" 94 cm.	L 1' 10" 56 cm.	M 2' 3" 68 cm.
N 2' 3" 68 cm.	O 5' 3" 1.6 m.	P 8' 1" 2.46 m.	Q 5' 5" 1.65 m.
R 14' 3" 4.34 m.	S 4' 6" 1.37 m.	T 1' 6" 45 cm.	U 4' 6" 1.37 m.
V 1' 6" 45 cm.	W 1' 0" 30 cm.	X 3' 7" 1.09 m.	Y 3' 3" 99 cm.
TRUNK CAPACITY 16 cu. ft. (453 cu. m.)			

The issue of this folder does not constitute an offer, and the right is reserved to alter prices and/or specifications at any time without notice. Sales are conditional upon Terms of Business, Warranties and Service arrangements issued by Morris Motors Limited and/or Nuffield Exports Limited. For prices see separate list.



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